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ABSTRACT

This bibliography cites elementary and secondary print and nonprint materials for use in economics courses. Materials cited were identified through questionnaires sent to 210 publishers and organizations. There were 125 responses. The bibliography consists of two main sections: grades K-6 and 7-12. It is organized alphabetically by source. Slides, films, multimedia kits, filmstrips, transparencies, textbooks, booklets, and books are cited. The information provided for each entry includes source, title and copyright date, grade level, media type, a very brief description, and cost. (Author/RM)

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ASPECTS OF ECONOMIC EDUCATION IN THE CLASSROOM

- INVENTORY OF EDUCATIONAL MATERIALS
- SOME FINDINGS AND OBSERVATIONS

SECURITIES INDUSTRY FOUNDATION FOR ECONOMIC EDUCATION

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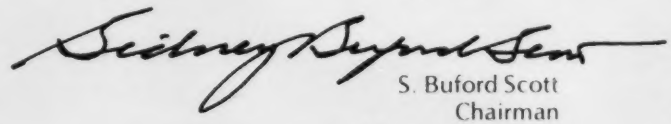
INTRODUCTION

Perhaps the first task set by the Board of Trustees of the Securities Industry Foundation for Economic Education in 1976 was to identify the organizations and the work which was being carried out. It was found that a monumental amount of work had already been completed and more still was underway from a surprisingly large number of sources. A testimony to the extent of this effort was the appearance of several reference listings of all the organizations active in the field; a clear indication that economic education was an idea whose time had come.

Virtually all of these references were geared toward businessmen, by businessmen, which was a natural development and, so far as it went, well and good. The difficulty was in presenting these materials to the academic community in a way that met the needs of the educator. In short, this outpouring of effort had not yet produced a few good reference materials which provided the educator with realistic help in analysing the spectrum of classroom materials available; whether from standard commercial publishing sources or business and trade groups.

Recognizing this vacuum, the Foundation set out to fill it by identifying a professional who would have the expertise to develop such a compendium. This called for the objectivity to survey outstanding materials, the judgment to select from among them, and high credibility among academic circles. The Board was fortunate in being able to engage the services of Mr. Ross D. Sackett. Mr. Sackett brings a considerable background to the project in terms of professional expertise and competence yet at the same time is not directly associated with the operation of any particular publishing concern. The open and frank interest which professionals in both the academic and the publishing field demonstrated over the life of this project is testimony to his objectivity.

We present this inventory, then, for your information and in the expectation that it will be of substantial value to educators, administrators, curriculum specialists, professional associations, publishers, parents, any other concerned citizens, and most importantly, if indirectly, students.



S. Buford Scott
Chairman
Richmond, Virginia

FOREWORD AND ACKNOWLEDGEMENTS

This project has had three objectives:

1. The preparation and publication of an inventory of available K-12 student classroom materials for use in economics and related subjects.
2. The development of some preliminary findings and observations concerning economic education in the classroom and elsewhere.
3. The generation of preliminary recommendations relative to needed activities or projects.

This publication is concerned almost exclusively with the first objective although some observations as to the broader context of economic education are briefly noted in various sections of the report.

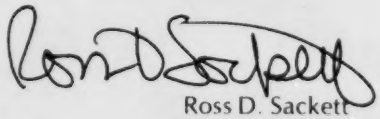
Far too many individuals and organizations, representing the spectrum of participation in the field, have been helpful and supportive to acknowledge here. However, a great deal of assistance, insight, and stimulation has been supplied by individuals within the Joint Council on Economic Education network, from headquarters staff as well as the far-flung Council and Center affiliate organization. Thus, our debt to Dr. Michael MacDowell and his associates must be noted.

Frank McHugh, Secretary and Director of Special Service Projects for the Securities Industry Association, himself a serious student of economic education, has been an incisive associate.

Christine Barton, Editorial Assistant, has contributed much to the end result over the life of the effort.

The Securities Industry Foundation for Economic Education has been an admirable sponsor in its desire to support a totally objective and independent look at the field. At the risk of mixing conclusions with acknowledgements, perhaps more results would be achieved in the overall economic education movement if interested organizations would study and listen prior to launching ambitious action projects.

Notwithstanding help from so many people, any shortcomings, errors, omissions, or misguided opinions herein are the sole responsibility of the author.



Ross D. Sackett
November, 1979
Eureka Springs, Arkansas

PROCESS

In the fall of 1978, initial questionnaires were sent to some 210 organizations known or thought to be participating in the development of educational materials perhaps suitable for classroom use in the teaching of economics and related subjects, including, but by no means limited to, commercial textbook and audio-visual producers. All were requested to supply information as to existing materials as well as planned or forthcoming materials. Additionally, opinions on three pertinent questions were sought.

As time went on, and as a variety of organizations and individuals were visited across the country, other potential sources of material were identified and subsequently investigated. Ultimately, and to us, surprisingly, over 300 potential sources were uncovered.

Cooperation has been extraordinary, both in response to the questionnaire and during personal visits, and we have found enthusiasm for this effort. To a great extent this is because of the fact that the project was designed to develop an "anatomy" of the field rather than to in any way promote a particular approach to economic education.

Other bibliographical type publications for the field exist or are in process at this time, some of great value. Characteristics of this resource are as follows:

1. INCLUSIVITY — The process was designed to ferret out all appropriate materials, if possible. All organizations which did not respond initially were contacted again. Conglomerate-type producing organizations were analyzed so that each component division's activities could be checked. A broad band of subject areas were covered. Each of the interesting directories of corporate, foundation, or trade association education activities was perused. Materials Centers were investigated. No differentiation was made between so-called "textbook" and "audio-visual" materials. Thus, we are quite sure that this effort will represent a more inclusive inventory than has previously been available.

Inevitably, however, there are omissions. We hope this initial publication will act as a lightening rod and attract notice of other materials to consider for subsequent editions.

2. TIMELINESS — The process was designed to realize two rather separate aspects of timeliness:

— Inevitably, and understandably, there is typically a rather long period of time between manuscript completion and publication of such bibliographies, perhaps of a year or more. In this case the elapsed time has been three weeks.

— Similarly, such bibliographies typically have included only materials produced and available at the time of the survey. We have included materials scheduled for release during the upcoming year.

3. PURPOSE — Our goal is to list the universe of possibly pertinent material, not in any way to presume to recommend any specific program. Further, our terse descriptions do not begin to supply the amount of information needed to assess a program. We hope that this inventory will be used only as a starting point. Most of the materials listed are evaluated and assessed in other sources by professional educators or economists. Having studied most of the reviews, assessments, and annotated bibliographies available, we feel they are a most instructive course of study for a person interested in the field.

There is a problem of definition in economic education. It is seen to be different things by different participants.

- By some the study of general economic principles
- By some the study of the way the American Economic System operates
- By some the urging of attitudes and opinions about our economic system
- The consumer economics thrust, potentially a catalytic force, has perhaps added yet another definition, an emphasis upon quite specific spending, shopping, and savings skills.

This confusion of definition is not likely to be resolved, as participants will continue to define the field as it relates to their own goals.

CRITERIA FOR INCLUSION

1. AVAILABILITY — A necessary but frustrating criterion. Ironically, though economics has had tough sledding getting enough classroom priority, no subject has stimulated more excellent locally produced material, much of it of professional production quality. We included only materials in regular national distribution.

2. STUDENT MATERIALS ONLY — Comments on available materials for teachers appear elsewhere in the report.

3. SUBJECT MATTER PERTINENCE — The phrase "economics and related subjects" attracted a great many nominations across broad subject areas. Curriculum organization and emphasis varies a great deal in teaching this family of subjects and labeling is not as helpful as in other more fixed subject areas.

Following are the areas from which we selected materials: Principles of Economics, Applied Economics, Comparative Economics, American Economic System, Free Enterprise System, Economic History, American Industry, Consumer Education, Consumer Economics, Consumer Awareness, Consumer Skills, Business Education, Distributive Education, Home Economics, Career Education, Vocational Education, and of course Social Studies and Social Science.

Career Awareness and Career Education have been quite emphasized in recent years. Much material in these categories was nominated; rather little of it includes enough economic education to be pertinent for these purposes. Similarly, only those vocational materials with heavy general economic content have been included. The broad areas of Consumer Economics and Consumer Education posed greater difficulty. Labeling is particularly undependable. Our goal has been to include materials having a fairly strong emphasis upon economic principles, information or attitudes about the American Economic System, or general discussion of economic problems, and not to include materials *entirely* related to personal finance or shopping skills, for instance.

All basal elementary Social Studies programs include by definition some emphasis on economics throughout, and thus perhaps all could have been included. However, there is ready access to lists of all such programs. We have included only two, because of their acknowledged heavy economic orientation.

At the junior and senior high school levels, History and Government materials are not included, even though some now present an expanded economic orientation. Virtually all college Principles of Economics texts are used in some high school locations. None have been included.

We are sure to have done an imperfect job in assessing pertinence in some cases, and welcome suggestions and criticism.

4. POINT OF VIEW — As earlier stated, a reason for the cooperation we have received has been the project's lack of any ideological base. Materials in the inventory include a *wide* range of social, political, and economic views.

5. COPYRIGHT DATE — Some of the materials included have not as yet been published or released in final form. We have additional information on quite a few programs scheduled for release over the next two years, and had originally planned to include it. However, such plans are subject to unexpected delays (or changes of title) and in some cases the information was given to us on a confidential basis. Thus we decided to include no material which does not have a firm 1980 release date. Older materials were judged individually on the basis of several criteria, including the producer or publisher's opinion, uniqueness of content, and, in the case of audio-visual materials, datedness of appearance.

6. FORMAT — Materials designed for use only with an outside discussion leader are not included.

7. LENGTH — In the print area much interesting pamphlet material exists; however materials of less than sixteen pages are not included.

GUIDE TO USE OF THE INVENTORY

The inventory is presented in two components, K-6 and 7-12. It is organized alphabetically by source.

1. SOURCE — Addresses for sources are included in an Appendix. In some cases more than one source is listed. In most instances free review copies or preview privileges are available.

2. TITLE, COPYRIGHT DATE — Following custom, authors are indicated for print materials, are not designated for audio visual programs. In cases where programs have undergone revision, only most recent edition is listed.

3. GRADE LEVEL — Designation of appropriate grade level is a difficult task in economics and related areas because of the wide variety of contexts within which these subjects are taught as well as the fact that student background and reading level varies so much. As a policy we have rather broadly interpreted grade level usage — however, many of the materials may be successfully used even earlier or later than indicated. Materials which may be used earlier *or* later than grade six are included in both inventories.

This report addresses K-12 use only; clearly many of the materials included at the upper end are quite suitable, and in fact may have been originally designed for, use beyond grade 12 or for adults.

4. MEDIA TYPE — The term *textbook* is used generically. Some of the books included were not originally written as textbooks. Similarly, the term *film* is used generically. The inventory does not list the variety of formats available for motion picture material, as virtually all film material today is available in a variety of video formats.

Most materials in the inventory are supported by supplemental materials, many by an impressive array which greatly increases the scope of the program. Space did not nearly allow listing these materials.

In our opinion the separation of print and non-print materials is not only anachronistic but incorrect, as so many of the programs include a range of media formats as components.

5. DESCRIPTION — Only a very limited description can be presented in a report of this type. A characteristic of economics and related areas today is the striking variety of material offered in courses and materials bearing the same name.

6. PRICES — No price information is given. Such information is too quickly subject to obsolescence. Additionally, quite a number of the materials in the inventory are subject to a variety of pricing considerations

MATERIALS FOR ECONOMIC EDUCATION - SOME TRENDS

For anyone following the field of classroom materials, these subject matter areas offer much of interest. Patterns have changed somewhat dramatically in recent years.

1. TEXTBOOK PUBLISHERS — Other than core areas such as basal social studies, history, and government in which material is presented in context, economics has historically not received very high priority. Certain publishers, active in the fields for years, maintained text programs in Principles of Economics and Business Education. Our survey work has shown that between 1965 and 1975 there was very little new product investment on the part of the textbook industry. However, a rather dramatic change is taking effect now; since 1975, a substantial increase of activity can be noted. Further, from information received about forthcoming publications to be published after 1980, it would appear that this new priority will be sustained. Stimulation comes from the Consumer Education, Free Enterprise/American Economic System needs in the schools, as well as a conviction that somehow economic education will fare better in competing with other curriculum areas in the future.

2. AUDIO-VISUAL PRODUCERS — This industry has historically done a good job in reacting to non-basal curriculum areas and producing material rather quickly, particularly in areas of emerging importance. During the 1965-1977 period the audio-visual industry produced *most* of the new materials in economics and related subjects. However, for several reasons this priority has come to an almost screeching halt at this time, at least in terms of self-financed projects. There is relatively little new material coming from this industry.

3. NON-INSTRUCTIONAL MATERIALS INDUSTRY SPONSORED PROGRAMS — A significant aspect of the new activity in these subjects has been the development and sponsorship of ambitious materials programs by foundations, universities, trade associations, large non-publishing corporations, and public agencies, frequently in combination. These programs are either distributed through commercial textbook and audio-visual firms or directly by the sponsor. Investment in the development and dissemination of materials from these sources has been clearly greater than the total of the textbook and audio-visual industries in recent years, though, of course, some of the materials are designed for use in employee and citizen economic education programs as well as the classroom.

MATERIAL FOR TEACHERS

Although outside the purview of this report, several considerations should be noted. As is well known, a key problem in strengthening economic education in the schools has been that very few teachers themselves have an adequate background in the subject, and, as a matter of fact, fewer states require a course in economics for certification than only a few years ago.

The Joint Council on Economic Education fundamentally attacks this problem with a broad and continuing program of teacher training activities and comprehensive publications.

An additional and substantial resource, particularly noticeable in materials of recent copyright, is teacher material supplied with the more ambitious film and textbook programs. Much of it is quite comprehensive. Supplementary materials are a frequently overlooked vehicle for teacher preparation.

SOURCE	TITLE, DATE	GRADE LEVEL	MEDIA TYPE	DESCRIPTION
ABC Media	HOMER AND THE WACKY DOUGHNUT MACHINE-1978	3-6	film	economic alternatives
AIT Kazanjian	COMMON CENTS-1976	1-2	film series	elementary economic concepts
Allyn & Bacon	CONCEPTS AND INQUIRY-1975 Educ. Research Council	K-6	textbook series	basal Social Studies program with economic emphasis
BFA	THE JELLY BEAN COMPANY-1973	4-6	filmstrip	careers in American system
	BASIC CONCEPTS IN ECONOMICS-1973	4-6	filmstrip	work factors of production
	ELEMENTARY ECONOMICS: CHOICES AND VALUES 1973	4-6	filmstrip	budgeting, saving, spending and taxes
	PRIMARY ECONOMICS-1970	K-3	filmstrip	choosing goods and services
	MARKET ECONOMY-1971	4-6	filmstrip	farming, vending, manufacturing
	ECONOMICS: NEWSPAPER BOY-1971	4-6	film	uses newsboys as example of business person
	ECONOMICS: MONEY-1971	4-6	film	defines and shows uses of money
Coronet	WORKERS-1972	1-3	filmstrips	basic concepts of work and workers
Cypress	ECONOMICS, PART 1 GETTING AND SPENDING-1977	3-6	multimedia kit	describes economic system
	PART II, CALL IT WISHING - 1977	3-6	multimedia kit	economics of career choices
Disney	WINNIE POOH & VALUE OF THINGS-1979	K-6	multimedia kit	builds consumer awareness
	WIDE WORLD OF ECONOMICS-1979	4-6	multimedia kit	basic concepts of private enterprise

SOURCE	TITLE, DATE	GRADE LEVEL	MEDIA TYPE	DESCRIPTION
Disney (cont')	SCROOGE MCDUCK & MONEY-1975	4-9	film	basic vocabulary with history of money, inflation, budgeting and investment
	WORLD WITHOUT MONEY-1971	4-9	film	history of money, consumer patterns and credit card economics
EBEC	MONEY, MONEY, MONEY-1977	1-6	film	introduction to economics and basic money concepts
	CHOOSING WHAT TO MAKE-1977	1-6	film	lays out problems involved in deciding what to make if starting a business
	CHOOSING WHAT TO BUY-1977	1-6	film	spending money wisely/basic economic film
	MAKING THE THINGS WE NEED-1977	1-4	film	explains division of labor and how it contributes to modern economic system
Eye Gate	ECONOMICS FOR PRIMARIES-1976	1-4	filmstrips	awareness of conservation and description of money
	INTRODUCTION TO ECONOMICS-1974	5-10	filmstrips	develops a basis to what an economy is
JCEE CFEE AIT	TRADE-OFFS-1978	5-9	film series	presentation of core ideas in Economics
McDonald's	ECONOMICS ACTION PACK-1978	4-6	dittomaster textbook	introduction to economic choices
Media Basics	TRADE-OFFS-1979	5-9	filmstrips	adaptation of film series
Paramount	A DAY IN THE LIFE OF A TWO DOLLAR BILL 1976	1-6	film	money circulation

SOURCE	TITLE, DATE	GRADE LEVEL	MEDIA TYPE	DESCRIPTION
Paramount (cont')	NICKELS, DIMES, DOLLARS-1975	3-6	filmstrips	money circulation
	ECONOMICS FOR ELEMENTARY SCHOOLS-1972-74	1-6	film series	contemporary illustrations of economic concepts
SRA	OUR WORKING WORLD-1973 Senesh, et al	1-6	textbook series	basal Social Studies program with economic orientation
SSSS HBJ	HOW TO TURN LEMONS INTO MONEY-1976 Armstrong & Basso	K-6	storybook	definitions of economic terms in story form
SSSS Voyager	HOW TO TURN DOWN INTO UP-1978 Armstrong & Basso	K-6	storybook	inflation and recession in story form
SVE	ECONOMICS FOR PRIMARIES-1973	1-5	filmstrips	introduces basic economic principles through real situations with real people, goods, and services

SOURCE	TITLE, DATE	GRADE LEVEL	MEDIA TYPE	DESCRIPTION
ACC	PRIVATE ENTERPRISE SYSTEM - 1976	9-12	multimedia kit	introduction to free enterprise system
Ad Council	YOU ARE THE AMERICAN ECONOMIC SYSTEM: THE AMERICAN ECONOMIC SYSTEM AND YOUR PART IN IT - 1978	7-12	booklets	series of brief illustrated simplified treatments of economic concepts
AEF	THE LESSON OF LIBERTY VILLAGE - 1978	7-12	film	free enterprise roots traced to Colonial America
	HOW WE LIVE - 1976 Clark & Rimanoczy	11-12	book	quite brief description of economic principles & attitudes
Aetna	THE NATIONAL ECONOMY QUIZ - 1976	9-12	film	key elements in American economy
AEVAC	ECONOMICS - 1969	10-12	transparencies	graphic introduction to economic concepts
	A VISUAL ANALYSIS OF THE AMERICAN ECONOMY 1971	10-12	transparencies	graphic presentation of 17 economic areas
Allyn & Bacon	CHOICES AND DECISIONS - 1975 Educational Research Council	7-8	textbook series	basal Social Studies program with economic emphasis
	MANAGING YOUR MONEY - 1977 Wolf	9-12	textbook	consumer economics
Amidon SSSS	INFLATION	10-12	simulation	students make decisions affecting inflation
AMOCO MTPS	THE KINGDOM OF MOCHA - 1976	7-12	film	economic concepts presented via mythical society
AMSCO	ECONOMICS - INSTITUTIONS & ANALYSIS - 1978 Antell	11-12	textbook	introductory principles text

SOURCE	TITLE, DATE	GRADE LEVEL	MEDIA TYPE	DESCRIPTION
AMSCO	ECONOMICS FOR EVERYBODY - 1976 Antell & Harris	11-12	textbook	introductory principles text
ATC	MONEY, JOBS AND YOU - 1978	7-12	multimedia	develops understanding of individual's role in system
	UNDERSTANDING FREE ENTERPRISE	5-12	multimedia	explains free enterprise system and how it works
AVNA SSSS	CORPORATE AMERICA: THE POWER BROKERS	7-12	filmstrips	development of corporate power
A-W	FUNDAMENTALS OF THE AMERICAN FREE ENTERPRISE SYSTEM - 1978 Hodgetts & Smart	10-12	textbook	as titled
	ECONOMICS IN SOCIETY - 1978 Helburn et al	11-12	textbook modules	survey of Economics
	OUR ECONOMY: HOW IT WORKS - 1979 Clawson	8-12	textbook	introduction to Economics
	ECONOMICS: PROBLEMS, PRINCIPLES, PRIORITIES Golladay	10-12	textbook	problem solving orientation to Economics
	FOR THE PEOPLE: A CONSUMER ACTION HANDBOOK Anderson	11-12	textbook	action-oriented consumer projects
Ballantine	THE END OF AFFLUENCE - 1974 Ehrlich & Ehrlich	12	textbook	problems in an era of scarcity
BFA	CONSUMER POWER, WHISTLE BLOWING - 1973	7-12	film	discusses methods of citizen activism
	PRODUCT COSTS: WHAT'S IN THE COST? - 1978	7-12	film	all the goods & services involved in establishing a price
Butterick	CONSUMER EDUCATION SERIES - 1977	8-12	multimedia series	comprehensive program covering range of subject

SOURCE	TITLE, DATE	GRADE LEVEL	MEDIA TYPE	DESCRIPTION
CED	"INFLATION!" - 1978	11-12	film	dramatization of underlying causes
	"ANATOMY OF AN INFLATION" - 1978	11-12	film	abridgement of above
CH	CRITICAL ISSUES IN ECONOMICS: INFLATION, RECESSION AND DEPRESSION - 1975	11-12	slides	analysis of issues
	PROBLEMS IN ECONOMICS: INFLATION, AUTOMATION, AND UNEMPLOYMENT - 1976	11-12	filmstrip	description of problems
Chamber Commerce	ECONOMICS FOR YOUNG AMERICANS - 1975, 1977, 1979	9-12	multimedia kit	key elements of Economic system
	FREEDOM 2000	7-12	film	explains the enterprise system
	IT'S EVERYBODY'S BUSINESS - 1954	7-12	film	how our standard of living has developed
	WHY THE PRICE?	7-12	slides	elements which affect pricing
	THE BUSINESS OF COMPETITION	7-12	slides	what business competition means to the individual
	MONEY MATTERS	7-12	slides	inflation
	THE PROMISE OF PRODUCTIVITY	7-12	slides	how high productivity benefits all
	PROFITS AT WORK	7-12	slides	consumerism and the profits of business
	ONCE UPON A TIME - 1965	7-12	film	importance of protecting economic and political freedom
	THE INCREDIBLE VOYAGE OF MARK O'GULLIVER 1967	7-12	film	unnecessary government intervention affects all
	SMALL BUSINESS KEEPS AMERICA WORKING-1979	10-12	film	why small business so important to economy

SOURCE	TITLE, DATE	GRADE LEVEL	MEDIA TYPE	DESCRIPTION
Coronet	THE GLOBAL ENERGY GAME - 1979	7-12	film	three part documentary; oil in world trade, international monetary politics
	MONEY: HOW IT FUNCTIONS - 1971	7-12	film	cost of living, recession, depression, supply and demand, inflation
	MONEY: HOW ITS VALUE CHANGES - 1971	7-12	film	paper and metal compared to other forms of money, inflation, deflation
Current Affairs	THE U.S. ECONOMY: CHALLENGE OF CHANGE-1976	7-12	filmstrip	investigation of current economic ills
DCA	AN INTRODUCTION TO AMERICAN INDUSTRY-1975 Fricker	10-12	textbook	introduction to industry within economic setting
Disney	IT'S A CAPITAL IDEA - 1978	7-12	filmstrips	factors of production and effects of economics on young people
	PEOPLE ON MARKET STREET - 1978	9-12	films series	basic economic principles in clear language
	FERGI BUILDS BUSINESS - 1977	7-12	films series	study of a small business
	SCROOGE MCDUCK AND MONEY - 1975	4-9	film	basic economics vocabulary plus history of money, inflation, budgeting and investment
	MRS. PEABODY'S BEACH - 1971	8-12	film	supply and demand, investment, depreciation, and diminishing returns
	WORLD WITHOUT MONEY - 1971	4-9	film	history of money, consumer patterns and credit card economics
Dow	MAN'S MATERIAL WELFARE - 1976	9-12	film	Rich DeVos develops the MMW=NR + HE x T formula
EBEC	WHY FATHERS WORK - 1977	7-9	film	concepts of the economic functions of family as community unit

SOURCE	TITLE, DATE	GRADE LEVEL	MEDIA TYPE	DESCRIPTION
EBEC	PROFIT: A LURE/A RISK - 1977	7-9	film	musical comedy techniques to explain role of profit and loss
	BUILD YOUR ECONOMIC POWER - 1977	7-9	film	money management and ways to maximize economic power
Ed Act	ECONOMICS AND YOUR FUTURE - 1974	7-12	filmstrips	relating economics to individual needs
EEM	ECONOMIC ISSUES IN AMERICAN DEMOCRACY-1976	11-12	filmstrips	aspects of economics of modern society
	THE ECONOMICS OF BUSINESS - 1973	11-12	filmstrips	private enterprise system
	THE UNITED STATES ECONOMY IN ACTION-1976	11-12	filmstrip series	roles of various components of economic system
EMC	CONSUMER EDUCATION - 1979	7-12	multimedia kit	survival skills for students with special needs
	THE ECONOMY: HOW IT WORKS - 1977	9-12	filmstrips	basic concepts and principles of our economic system
	COMPREHENSIVE CONSUMER EDUCATION PROGRAM 1975	9-12	multimedia kits	kits on money management, marketplace, Consumer law, insurance, saving and housing
	CONSUMER EDUCATION - 1978	9-12	filmstrips	survival skills for special needs
Eye Gate	INTRODUCTION TO ECONOMICS - 1974	5-10	filmstrips	develops basis of an economy
	THE FINANCIAL MARKETPLACE - 1972	7-12	filmstrips	introduces financial institutions
	FUNDAMENTALS OF ECONOMICS - 1964	7-12	filmstrips	understanding of economic institutions
	ECONOMIC MYTHS, ECONOMIC REALITIES-1974	7-12	filmstrips	explores economic myths
Fearon	GENERAL BUSINESS AND ECONOMIC UNDERSTANDING - 1973 Nanassy & Fancher	9-10	textbook	general business and economics
	THE CONSUMER IN THE MARKETPLACE - 1976 Levy et al	9-12	textbook	help students become better consumers
	INTER/ACT - 1974	9-12	filmstrips	interaction between student and marketplace
Federal Reserve	THE STORY OF MONEY - 1977	7-12	comic book	simplified history of money

SOURCE	TITLE, DATE	GRADE LEVEL	MEDIA TYPE	DESCRIPTION
Federal Reserve	INTERNATIONAL ECONOMICS - 1977	11-12	filmstrips	introduction to basic concepts
	MAKING MONEY WORK - 1977	9-12	filmstrip	develops step by step image of money
Films Inc.	CONSUMERS REPORTS SERIES - 1976	11-12	film series	consumerism
	AGE OF UNCERTAINTY - 1976, 1977	11-12	film series	John Galbraith describes contemporary economic problems
Follett	ADVENTURES OF PRIMERO DINERO - 1971 Jackstadt & Hamada	7-12	textbook	comic book format presents basic concepts of microeconomics
	SUPERHEROES OF MACROECONOMICS - 1976 Jackstadt	7-12	textbook	comic book format presents basic concepts of macroeconomics
Glencoe	CONSUMER EDUCATION - 1979 Maedke et al	11-12	textbook	money management skills through understanding of marketplace
	GENERAL BUSINESS IN OUR MODERN SOCIETY 1979 - Hopkins et al	9-10	textbook	understanding of private enterprise system and citizens relationship to it
Greenhaven SSSS	ECONOMICS IN AMERICA - 1976 Bender & McCuen	9-12	anthology	differing opinions by well-known people
GTE	INFLATION - 1976	11-12	film	description of causes
	JOBS: WHERE DO THEY COME FROM? - 1976	11-12	film	creation of manpower needs
Harper	CAVEAT: CONSUMER EDUCATION IN ACTION Hatch	9-12	multimedia	interdisciplinary action program
Harper/Canfield	ECONOMICS - TODAY AND TOMORROW - 1978 Miller	9-12	textbook	principles of economics
	CONSUMER ECONOMICS - TODAY AND TOMORROW Miller 1978	9-12	textbook	introduction to consumer economics

SOURCE	TITLE, DATE	GRADE LEVEL	MEDIA TYPE	DESCRIPTION
HBJ	FREE ENTERPRISE IN AMERICA - 1977 Hacker	7-12	textbook	principles of free enterprise
	DEVELOPMENT OF AMERICAN ECONOMIC LIFE-1978 Heilbroner	9-12	textbook	American economic history
	CONSUMER IN AMERICA - 1979 Plunkett	7-12	textbook	role of consumer in economic society
HM	THE AMERICAN ECONOMY - 1975 Sampson & Calmus	11-12	textbook	introductory principles text
	CONSUMER ACTION - 1978 Morton & Resny	9-12	textbook	citizen consumer role with economic background
HRW	COMPARATIVE ECONOMICS SYSTEMS - 1974 Fenton	9-12	textbook	introductory text
JCEE CFEE AIT	TRADE-OFFS - 1978	5-9	film series	presentation of core ideas in Economics
Journal	THE ECONOMICS GAME - 1977	9-12	film	overview of international Economics
Kaufman SSSS	WHAT IS ECONOMICS? - 1975 Eggert	10-12	book	brief introduction to economic system
Krummacher SSSS	THE ECONOMY GAME	7-12	simulation	economic decision making
Laidlaw	CONSUMER AND THE AMERICAN ECONOMY-1975 Saalbach	9-12	textbook	consumer economics
Learning Corp Bosustow	PROFIT: YOU GOTTA BE OUT OF YOUR COTTON PICKIN' MIND - 1974	9-12	film	explains profit in the American economy

SOURCE	TITLE, DATE	GRADE LEVEL	MEDIA TYPE	DESCRIPTION
Liberty MTPS	ADAM SMITH AND THE WEALTH OF NATIONS-1976	11-12	film	Smith in perspective
McGraw	THE AMERICAN CONSUMER - 1978 Jelley & Herrmann	11-12	textbook	consumer economics
	BUSINESS AND YOU - 1979 Price et al	9-10	textbook	general business with economic concepts
Media Basics	TRADE-OFFS - 1979	5-9	filmstrips	adaptation of film series
Mentor	UNDERSTANDING THE ECONOMY: FOR PEOPLE WHO CAN'T STAND ECONOMICS - 1976 Malabre	12	book	basic concepts and facts explain American economy
Merrill	ECONOMICS: PRINCIPLES AND PRACTICES - 1979 Brown et al	10-12	textbook	introductory text
	APPLYING ECONOMIC CONCEPTS - 1979 Brown & Symmes	10-12	textbook	student activity orientation
	URBAN ECONOMICS - 1978 Senn	9-12	textbook	economic principles of urban living
MJE	OUR ECONOMIC SYSTEM - 1963	7-12	filmstrips	roles of private capital, profit motive, competition, labor, governmen, individual freedom
MTPS Karol Media	AMERICAN ENTERPRISE - 1976	9-12	film series	dramatic portrayal of American economic history and economic dilemmas
Multimedia SSSS	THE INEQUALITY OF WEALTH IN AMERICA-1976	7-12	filmstrip	uneven distribution of wealth

SOURCE	TITLE, DATE	GRADE LEVEL	MEDIA TYPE	DESCRIPTION
Newsweek	ECONOMICS AND THE AMERICAN DREAM	10-12	filmstrips	economic forces which built and now challenge economic system
	ECONOMICS AND THE GLOBAL SOCIETY	10-12	filmstrips	forces in world economy
	THE MEANING OF MONEY	7-12	filmstrips	concepts and practical applications
NFIB	ENTERPRISE - 1974	7-12	filmstrips	introduction to private enterprise system
Playback	TEACHING NOTES - since 1977	7-12	newsletter	associated with American Enterprise program, serially published economic material in social studies context
Prentice	AN ECONOMIC PRIMER $$$ TO DONUTS - 1976	7-12	multimedia kit	basic concepts of economics via games and filmstrips
	INFLATION - RECESSION - DEPRESSION - 1975	7-12	filmstrips	the Depression, historical background, description, etc.
	FREE ENTERPRISE - 1976	7-12	filmstrips	description of system
Pub Comm	FREE TO CHOOSE - 1979	11-12	film series	Milton Friedman discusses economic problems and solutions
Ramsgate	PROMISES - 1978	10-12	film	consumer education and misleading advertising
Sadlier	ECONOMICS FOR YOUNG ADULTS - 1977 Linder	7-9	textbook	general survey of economics
	USING ECONOMICS - 1975 Hurwitz et al	11-12	textbook	general survey of economics

SOURCE	TITLE, DATE	GRADE LEVEL	MEDIA TYPE	DESCRIPTION
Scholastic	REAL LIFE CONSUMER ECONOMICS - 1980 Herbst et al	7-12	workbook, dittos, transprint	focus on skills for non-college bound
	CONSUMER ECONOMIC SKILLS - 1975 Editors of Scholastic Search Magazine	7-12	transparencies, ditto-masters	specific skills introduction
Scott	BUYERS BEWARE - 1972 Cuban	7-12	textbook	consumerism
	THE ECONOMIC PROCESS - 1969 Daugherty and Madden	12	textbook	principles text
SIA	A SOUND INVESTMENT - 1978	10-12	filmstrip	story of starting a firm - develops principles of capital formation
Simon	ECONOMICS IN PLAIN ENGLISH - 1978 Silk	11-12	book	basic economic concepts in everyday English
Southwestern	CONSUMER ECONOMIC PROBLEMS (9th edition) Warmke & Wyllie - 1977	9-12	textbook	problems of consumer - citizen
	CONSUMER DECISION MAKING - GUIDES TO BETTER LIVING (2nd edition) Warmke et al 1977	9-10	textbook	briefer consumer problems
	ECONOMICS - PRINCIPLES AND APPLICATIONS (9th edition) 1978 Olsen & Kennedy	9-10	textbook	principles of economics
	FREE ENTERPRISE IN THE UNITED STATES - 1980 Wyllie & Warmke	9-12	textbook	practical description of system and impact upon citizens
SRA	ECONOMICS: MEETING PEOPLES' NEEDS - 1979 Watson	9-12	textbook	basal textbook

SOURCE	TITLE, DATE	GRADE LEVEL	MEDIA TYPE	DESCRIPTION
SSSS	FREE ENTERPRISE - 1976	7-12	filmstrips	advantages and problems of free enterprise system
	THE AMERICAN ECONOMY SERIES	10-12	filmstrip series	overview of economic principles and relationships
	BASIC ECONOMICS, INFLATION, THE STOCK MARKET	9-12	transparency, duplicating books	basic introduction
SVE	BASIC ECONOMICS - 1979	9-12	multimedia kit	introduction to economic principles
	THE AMERICAN ECONOMIC SYSTEM - 1979	9-12	multimedia kit	economics in general and the American system in particular
Swift	HARD CHOICES - THE AMERICAN FREE ENTERPRISE SYSTEM AT WORK-1979 Luker	12	textbook	introduction to free enterprise
Westinghouse SSSS	PLAN * CONSUMER EDUCATION - 1973	9-12	multimedia kits	consumer awareness within economic system
	PLAN * ECONOMICS '70	7-12	individualized course from modules	basic economics
Working Economy	A WORKING ECONOMY FOR AMERICANS - 1977	10-12	book	brief treatment of critical problems
WR	"THE INCREDIBLE BREAD MACHINE" - 1975	11-12	film	look at personal & economic freedoms
	"LIBRA" - 1978	11-12	film	science fiction format explores society without government regulation
	"THE INFLATION FILE" - 1979	11-12	film	detective investigates the cause of inflation

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**Recommended equipment:
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synchronized cassette player
(Equipment not included in kits)

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RESPONSES AND COMMENT CONCERNING OPINION QUESTIONS

The questionnaire included three opinion questions. Approximately 125 individuals responded in the fall of 1978.

1. *Do you believe that the total amount of time devoted to treatment of economics K-12 will increase, decrease, or stay at the same level during the next ten years?*

There was no overwhelming consensus and a good many equivocal answers, but approximately 60% of the usable responses indicated a prediction that there would be more emphasis. This optimism was based upon the growth of Consumer Education courses, Free Enterprise courses, and problems in the economy stimulating demands for more economic emphasis in curriculum. Few responses predicted growth in the standard Principles of Economics course. An irony was that "Back to Basics" was used as a reason for both more and less economic emphasis. A year later one is tempted to conclude that there is in fact reason to believe emphasis is increasing. There is no denying the growth of Consumer Education and Free Enterprise courses. Notwithstanding the variety of course outlines and auspices under which such courses are taught, all emphasize economic awareness of some sort.

Three ambitious economics film series have been released during the past three years, and each of the sponsoring organizations has taken considerable pains to track classroom viewing. While it is true that such reckonings can be over enthusiastically interpreted, and also that such viewing may frequently be unstructured or casual in instances, the audience numbers are most impressive.

It can be forcibly demonstrated that economic education has been strongest in upper-income and college-bound environments and weakest in impacted urban schools.

2. *Do you feel that treatment of the American Economic System should be brought to bear within a Principles of Economics course or unit, or as a discrete subject or unit?*

Usable replies were about split down the middle. This has been a controversial point — can or can not meaningful economic material be introduced, perhaps by an unprepared teacher, outside the relatively rigorous environment of a Principles course?

Again a year's perspective is instructive. Consumer Economics and Free Enterprise courses, without prerequisite, do introduce economic concepts, including attitudinal material.

3. *Do you feel that treatment of the American economic system should be "value-free", generally supportive of the system, provocative, critical, descriptive, or a combination of the above approaches? Do you perceive any changes in attitude about classroom treatment of the American economic system, in terms of values?*

This question obviously defies any rigorous analysis, and was designed to evoke qualitative response, which it certainly did. There was, however, a discernable drift in the responses toward a view that the American Economic System would be treated in a somewhat more supportive manner in many classrooms.

A representive collection of replies to these questions is available for those interested.

As a totality, economic education can be subdivided into three activity areas — classroom oriented, employee oriented, and adult/citizen/consumer oriented. Frequently the same materials can be used in more than one activity.

Including all three segments, economic education is a gigantic and rapidly growing activity. Overall investment is not known, but even using relatively conservative criteria, must exceed 150 million dollars per year and involve well over 100,000 individuals.

SOURCE DIRECTORY

ABC Media	ABC Media Concepts	1330 Ave. of the Americas	New York, NY 10019
ACC	American Citizenship Center	Rt. 1, Box 141	Oklahoma City, OK 73111
Ad Council	The Advertising Council, Inc.	825 Third Ave.	New York, NY 10022
AEF	American Economic Foundation	51 E. 52nd St.	New York, NY 10017
Aetna	Aetna Life & Casualty Co.	Public Relations Dept.	Hartford, CONN 06156
AEVAC	AEVAC, Inc.	1500 Park Ave.	South Plainfield, NJ 07080
AIT	Agency for Instructional Television	Box 1111, W. 17th St.	Bloomington, IND 47401
Allyn & Bacon	Allyn & Bacon, Inc.	470 Atlantic Ave.	Boston, MASS 02210
AMOCO	Standard Oil Company of Indiana	200 E. Randolph	Chicago, ILL 60601
AMSCO	AMSCO School Publications, INc.	315 Hudson St.	New York, NY 10013
ATC	ATC Publishing Corporation	P.O. Box 5588	Lakeland, FLA 33803
AW	Addison-Wesley Publishing Co., Inc.	Sand Hill Road	Menlo Park, CA 94025
Ballantine	Ballantine Books, Inc.	201 E. 50th St.	New York, NY 10022
BFA	BFA Educational Media	2211 Michigan Ave.	Santa Monica, CA 90404
Butterick	Butterick Publishing	161 Sixth Ave.	New York, NY 10013
CED	Committee for Economic Development	477 Madison Ave.	New York, NY 10022
CFEE	Canadian Foundation for Econ. Ed.	252 Bloor St. W	Toronto, Ontario M5S-1Z5
CH	Center for Humanities, Inc.	2 Holland Ave.	White Plains, NY 10603
Chamber Comm	Chamber of Commerce of the U.S.	1615 H. St. NW	Washington, DC 20062
Coronet	Coronet Instructional Media	65 E. South Water St.	Chicago, ILL 60601
Cypress	Cypress Publishing Corp.	1763 Gardena Ave.	Glendale, CA 91204
DCA	DCA Educational Products	424 Valley Rd.	Warrington, PA 18976
Disney	Walt Disney Educational Media Co.	500 S. Buena Vista St.	Burbank, CA 91521
Dow	Dow Chemical Company - Ms. Gilbertson	2030 Dow Center	MIdland, MICH 48640
EBEC	Encyclopaedia Britannica Ed. Corp.	425 N. Michigan Ave.	Chicago, ILL 60611
Ed Act	Educational Activities, Inc.	1937 Grand Ave.	Baldwin, NY 11510
EEM	Educational Enrichment Materials	357 Adams	Bedford Hills, NY 10507
EMC Corp	EMC Corporation	180 E. 6th St.	St. Paul, MINN 55101
Eye Gate	Eye Gate Media	146-01 Archer Ave.	Jamaica, NY 11435
Fearon	Fearon Pitman Publishers, Inc.	6 Davis Dr.	Belmont, CA 94002
Federal Reserve	Federal Reserve Bank of New York	33 Liberty St.	New York, NY 10045
Films Inc.	Films Incorporated	1144 Wilmette Ave.	Wilmette, ILL 60091
Follett	Follett Publishing Co.	1010 W. Washington Blvd.	Chicago, ILL 60607
Glencoe	Glencoe Publishing Co, Inc.	17337 Ventura Blvd.	Encino, CA 91316
GTE	General Telephone & Electronics	Public Affairs Dept.	Stanford, CONN 06904
Harper	Harper & Row, Publishers Inc.	10 E. 53rd St.	New York, NY 10022
HBJ	Harcourt Brace Jovanovich Inc.	757 Third Ave.	New York, NY 10017
HM	Houghton Mifflin Company	1 Beacon St.	Boston, MASS 02107
HRW	Holt Rinehart & Winston	383 Madison Ave.	New York, NY 10017
JCEE	Joint Council on Econ. Ed.	1212 Ave. of the Americas	New York, NY 10036
Journal	Journal Films Inc.	930 Pitner Ave.	Evanston, ILL 60202
Karol Media	Karol Media	E. 36 A Midland Ave.	Paramus, NJ 17652
Kaufman	William Kaufman, Inc.	1 First St.	Los Altos, CA 94022

SOURCE DIRECTORY (Continued)

Laidlaw	Laidlaw Brothers	Thatcher & Madison Sts.	River Forest, ILL 60305
Learning Corporation of America		1350 Ave. of the Americas	New York, NY 10019
Liberty	Liberty Fund, Inc.	7440 Shadeland	Indianapolis, IND 46250
McDonald's	McDonald's Corporation	1 McDonald's Plaza	Oak Brock, ILL 60521
McGraw	McGraw-Hill Book Company	1221 Ave. of the Americas	New York, NY 10020
Media Basics	Media Basics	Larchmont Plaza	Larchmont, NY 10538
Merrill	Charles Merrill Publishing Co.	1300 Alum Creek Dr.	Columbus, OHIO 43216
MJE	MJE-United Learning	6633 W. Howard St.	Niles, ILL 60648
MTPS	Modern Talking Picture Service	5000 Park St. North	St. Petersburg, FLA 33709
Multimedia	Multimedia Publishing Co.	72 Fifth Ave.	New York, NY 10011
Newsweek	Newsweek, Inc.	444 Madison Ave.	New York, NY 10022
NFIB	Nat'l Federation of Independent Business	150 W 20th Ave.	San Mateo, CA 94403
Paramount	Paramount Communications, Inc.	5451 Marathon St.	Hollywood, CA 90038
Playback	Playback Associates	708 Third Ave.	New York, NY 10017
Prentice	Prentice-Hall Media	150 White Plains Rd.	Tarrytown, NY 10591
Pub Comm	Public Communications	8425 Peach St.	Erie, PA 16509
Ramsgate	Ramsgate Films	704 Santa Monica Blvd.	Santa Monica, CA 90401
Sadlier	William Sadlier, Inc.	11 Park Place	New York, NY 10007
Scholastic	Scholastic Magazines, Inc.	50 W. 44th St.	New York, NY 10036
Scott	Scott, Foresman & Co.	1900 E. Lake Ave.	Glenview, ILL 60025
SIA	Securities Industry Foundation for Economic Education	490 L'Enfant Plaza East SW	Washington, DC 20024
Simon	Simon & Schuster, Inc.	1230 Ave. of Americas	New York, NY 10020
Southwestern Publishing Co.		5101 Madison Rd.	Cincinnati, OHIO 45227
SRA	Science Research Associates, Inc.	155 N. Wacker Dr.	Chicago, ILL 60606
SSSS	Social Studies School Service	10,000 Culver Blvd,Dept 45	Culver City, CA 90230
SVE	Society for Visual Education,Inc.	1345 Diversey Pkwy	Chicago, ILL 60614
Swift	Sterling Swift Publishing Co.	P.O. Box 188	Manchaca, TX 78652
Working Economy - Americans for a Working Economy		P.O. Box 19530	Washington, DC 20036
WR	World Research, Inc.	11722 Sorrento Valley Rd.	San Diego, CA 92121